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Award-Winning Adobe Illustrator 7.0 Leads U.S. Sales of Illustration Software

PR Newswire. New York: Dec 10, 1997. pg. 1

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Abstract (Article Summary)

SAN JOSE, Calif., Dec. 10 /PRNewswire/ -- Adobe(R) Illustrator(R) 7.0 software has completed the sixth consecutive month as the number one selling cross-platform illustration application in the U.S. according to the most recent sales data released by PC Data, the leading market research firm for U.S. software and hardware point-of-sale data. October figures show Adobe Illustrator unit sales accounting for half of the entire Windows(R) and Macintosh illustration market. Within the first month of its release, Illustrator 7.0, which shipped in May 1997, immediately overtook CorelDRAW(TM) as the cross-platform leader. Sales of Adobe Illustrator software increased across the board -- full versions and upgrades for both Windows and Macintosh -- and confirm Adobe Illustrator as the cross-platform illustration tool of choice. Regarded as the industry standard for software retail sell-through information, PC Data's most recent report included sales data from more than 70 percent of U.S. software retailers, distributors and corporate resellers.

Although strong Macintosh sales continued to account for a large percentage of the overall revenue generated by Adobe Illustrator software, growing Windows sales of Illustrator have pushed cross-platform unit sales up to 50 percent of the entire illustration market. Illustrator 7.0 has helped ⓘAdobe significantly increase Windows sales. In the Windows market, average monthly unit sales for Adobe Illustrator 7.0 in the last six months is more than eleven times the average monthly unit sales for Illustrator in 1996.

"Adobe has enjoyed great success with Mac users, and now it is gaining broad acceptance among Windows users as well," said Chris LeTocq, director and principal analyst for software at Dataquest, a unit of Gartner Group, the world's leading authority on IT. "Illustrator 7.0 is just one example of how Adobe is making graphics a priority for general business users on the Windows platform. Cross-platform compatibility is a high priority in corporate environments. The latest Illustrator upgrade benefits both Windows and Macintosh users by ensuring that their graphics files may be shared. Adobe made significant gains in the overall illustration market for 1997."

Full Text (1088 words)

Industry: COMPUTER/ELECTRONICS; INTERNET MULTIMEDIA ONLINE

PC Data Reports Illustrator 7.0 as the Unit and Revenue Leader in U.S. Retail

Sales of Illustration Products

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"Adobe Illustrator 7.0 is an exciting product that offers exceptional value. We've been very pleased with the way our customers have responded to it," said Larry Mondry, executive vice president of merchandising at ⓘCompUSA.

New Windows Sales Fuel Record Growth

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Leading Industry Publications Give Adobe Illustrator Top Honors

Adobe Illustrator 7.0 software received key awards from two of the industry's leading publications earlier this month at the Fall COMDEX show in Las Vegas. PC Computing chose Illustrator 7.0 as the winner in the Illustration and Design Category at its Ninth Annual MVP Awards. PC Computing acknowledged Adobe Illustrator, Photoshop(R) and PageMaker(R) software as "the very best applications available in the graphics market."

"Part of the success of Adobe Illustrator can be attributed to its tight integration with Adobe Photoshop and PageMaker which are industry standards in their respective categories," said Bryan Lamkin, vice president of marketing for Adobe's graphics products division. "That PC Computing, one of the leading Windows publications, gave all three products its prestigious MVP award is significant validation of the success of Adobe's graphics product family."

Adobe Illustrator received similar kudos at Home Office Computing's Sixth Annual Editors' Picks awards ceremony where it was chosen as the winner in the Illustration category. Visitors to Home Office Computing's Web site also chose Adobe Illustrator as one of their favorite graphics software products and honored it with a Surfer Picks award.

Adobe Illustrator was also selected for the BYTE Hall of Fame in BYTE Magazine's December 1997 issue. BYTE Magazine has given more than 200 Editors' Choice Awards since 1989. The BYTE Hall of Fame award is given to past Editors' Choice Award winners that have stood the test of time. BYTE Magazine chose Adobe Illustrator for the Hall of Fame because as "The recipient of many readers' choice awards and editors' choice awards over

the years, Illustrator is still the de facto standard for drawing."

More Sales Expected with the ActionPack Promotion

To continue sales momentum following its successful launch, Adobe is currently offering Illustrator customers the Adobe ActionPack promotion. A three-CD set of software plug-ins, the Adobe ActionPack offers professional quality content, interactive learning materials and tips and tricks designed to help new customers quickly become productive with the company's integrated graphics applications. The Adobe ActionPack is included at no charge with full retail copies of Adobe Illustrator, Adobe Photoshop and Adobe PageMaker purchased worldwide between September 1, 1997 and December 31, 1997 for as long as supplies last. For additional information, customers may visit the Adobe ActionPack web site at http://www.adobe.com/actionpack/print.html

About Illustrator 7.0

Adobe Illustrator 7.0 supports Windows 95, Windows NT(R) 4.0, Macintosh and Power Macintosh systems and has been shipping since May 1997. The product is available from Adobe Authorized Resellers and from Adobe for the suggested retail price of $595. Registered users of any version of Adobe Illustrator can upgrade to Version 7.0 for $129. Additionally, users of other illustration software programs such as **Macromedia** Freehand(TM) and CorelDRAW can purchase Illustrator 7.0 for Windows for only $249. For more information, customers may call Adobe's sales support line at 800-649-3875.

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Based in San Jose, Calif., ⓘAdobe Systems Incorporated (Nasdaq: ADBE) develops and supports products to help people express and use information in more imaginative and meaningful ways, across all print and electronic media. Founded in 1982, ⓘAdobe helped launch the desktop publishing revolution. Today the company offers a market leading line of applications software and type products for creating and distributing visually rich communication materials; licenses its industry-standard technologies to major hardware manufacturers, software developers and service providers; and offers integrated software solutions to businesses of all sizes. For more information, see Adobe's home page at www.adobe.com on the World Wide Web.

About PC Data

PC Data is the leading market research firm for software and hardware point-of-sale data. The Reston, Va.-based company was founded to provide the personal computer industry with accurate sales data, and it is regarded as the industry-standard for software retail sell-through information.

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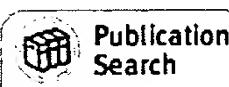
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